

Berkshire Community Rowing 2025 Annual Meeting

Agenda Items



- ☐ **Call to Order**
- ☐ **President's Report**
 - 2024 Review
 - Financials
 - Strategic Plan Summary
 - Members Call to Action
- ☐ **2025 Programming**
- ☐ **Safety & Boathouse Policies**
- ☐ **Upcoming Events**
- ☐ **Election of Trustees**
- ☐ **Changes to By Laws**

BCR 2024 Year in Review

Masters

<i>Membership- Adults</i>	2024	2023	2022
Full Memberships	17	18	10
Sustaining	21	18	19
<i>Programs- Adults</i>			
Seasonal Coached	19	0	6
Winter Coached	9	3	3
Learn to Row – Free	28	27	20
Learn to Row – Paid	19	5	5

- ☐ Fees increased but so did participation
- ☐ Sustaining membership (\$150) up w/ some using it to row more than 3 times!
- ☐ Learn to Row’s New Intensive program led to a record year

Juniors

<i>Membership- Juniors</i>	2024	2023	2022
Juniors Seasonal	22	17	13
Morningside	12	10	0

- ☐ Increase over 2023
- ☐ Pause Morningside 2025



Members...You made 2024 a great year with a record # of rowers on Onota

2024 Year in Review – Growth Drivers

1. Coaches

- ☐ Very dedicated Full-time Coach...Becca
- ☐ Exceptional Volunteer Coaching Staff...Randy, Ted, Connell, Jon,& Don
- ☐ The Williams College Connection...Patrick & his collegiate stars
- ☐ Masterful Stroke Coaches....John, Melissa, Linda, Adrian, Dan, & Nancy



2. Programs

- ☐ Year-round YMCA training
- ☐ Daily “coached” rows
- ☐ Month long Learn-to-Row
- ☐ Juniors + Morningside



A lot of innovation in 2024

BCR 2024 Year in Review – Growth Drivers

3. Support Staff

- ❑ **Boat House operations...**Loren & Becca
- ❑ **Safety...**Loren, Becca and all the coaches
- ❑ **Equipment Maintenance...**Randy, Chris, Don, Becca, Adrian, Connell, & Ted
- ❑ **Regattas...**Randy, Becca, Don, & Ted
- ❑ **Club Administration...**Becca, Randy, Chris, Connell, Joanne, John



A small # of volunteers carry too heavy a load & not sustainable!

BCR 2024 Financials

	2023 \$	2024 \$	% CHANGE	COMMENTS
INCOME	55,293	83,476	51%	
Membership Dues	14,420	15,755	9%	Higher fees offset higher costs
Program Fees	15,048	26,850	78%	Youth programs flat \$; Masters \$ up
Rack Rentals	3,500	5,100	46%	Increased fee
Donations	25,424	30,337	19%	Massive year-end push both years
Misc.	-3,099	6,347		Clothing lost \$ in '23
EXPENSES	62,854	83192	42%	
Payroll	33,000	51,118	55%	Full-time coach
Other*	16,116	25,047	55%	
Insurance	8,637	7,218	-16%	Found lower cost insurer
US Rowing	2,440	5,200	113%	Financial difficulty; Regatta Central necessary
Repairs	2,661	812	-69%	Boats & Building

* Utilities, Supplies, Regattas, Fund Raising, Merch, etc.

❑ **Dues & Fees only covered 60% of club expenses...donation closed gap**

❑ **Low \$ reserves...get increase membership, more volunteers, & fee increases**

BCR 2025 Budget

	2025 BUDGET \$	2024 ACTUAL \$	% CHANGE	COMMENTS
INCOME	79,143	83,476	-5%	
Membership Dues	16,858	15,755	7%	2025 dues increase 2025 economic uncertainty
Program Fees	37,185	37,185	0%	
Donations	25,000	30,337	-21%	
Misc.	100	199	-99%	
EXPENSES	74,552	83,192	-12%	
Payroll	40,242	50,958	-27%	Full-time coach Everything buy accounting fees up a bit Inflation Boats & Building
Other	7,940	7,852	1%	
Insurance	8,910	7,218	19%	
US Rowing	5,460	5,200	5%	
Supplies & Repairs	12,000	11,964	0%	
EXCESS/(DEFICIT)	4,591	284		

BCR 2024 Year in Review – Lessons Learned

Working Well

- ❑ Fee increases partially funded paid coaches & programs...still a gap
- ❑ Programs are the catalyst for building a rowing community
- ❑ Month long “coached” learn to row key to beginners joining club

Needs Attention

- ❑ Club admin overwhelming small staff & dedicated volunteers
- ❑ Not enough \$ coming in...year end donation plea required to pay bills

Board launched a strategic planning session to address concerns

BCR Strategic Planning Summary

Board Structural Changes

- ❑ Increased “working” board to 5...add 3 in ‘25



Completed 3-day planning workshop (Jan – March 2025)

- ❑ Members: Chris*, Connell*, Randy*, Ellen*, Don, Ted, Liz, Dan, Paul, & Melissa
- ❑ 6 months of prep by Randy, Becca, & Paul

Benchmarking other clubs revealed:

- ❑ Need clearer Mission, Vision, & Values to drive decisions
- ❑ Significant cash flow needed for a bigger boathouse & always have reserve funds
- ❑ Must properly staff 9 critical functions

* designates board member

BCR Strategic Planning Summary

New Mission Statement:

“BCR promotes the sport of rowing and encourages people of all backgrounds and levels of experience to row.”

New Vision Statement:

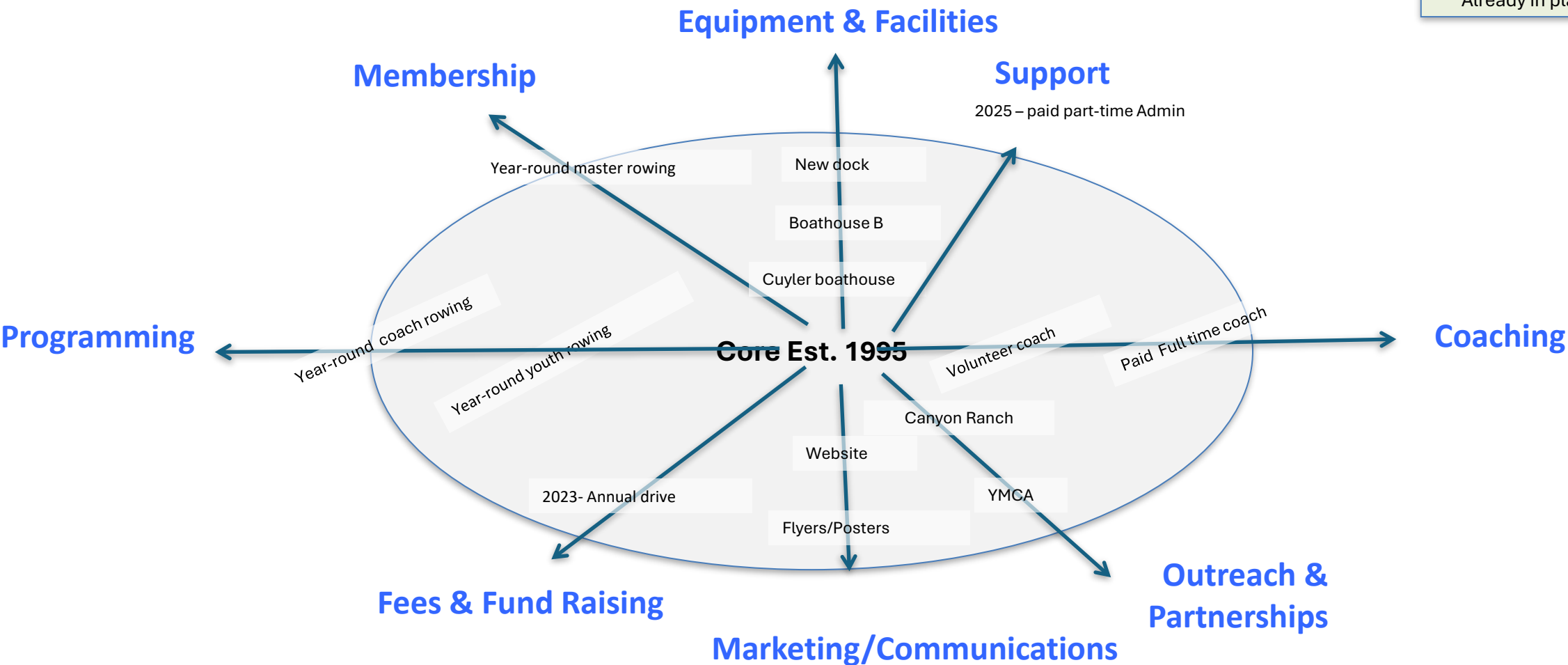
“BCR is the center of rowing in the Berkshires that is affordable for everyone and open to opportunities to serve the community.”

New Values Statement:

"BCR values integrity, respect and the community bonds forged through teamwork, personal growth and the joy of rowing."

BCR Strategic Plan Results

Already in place



- ❑ The club’s core operations requires 9 key “balanced” functions
- ❑ Growth needs to come from a stable core
- ❑ There is a lot of interdependency between functions
- ❑ 1 or 2 weak functions inhibits growth

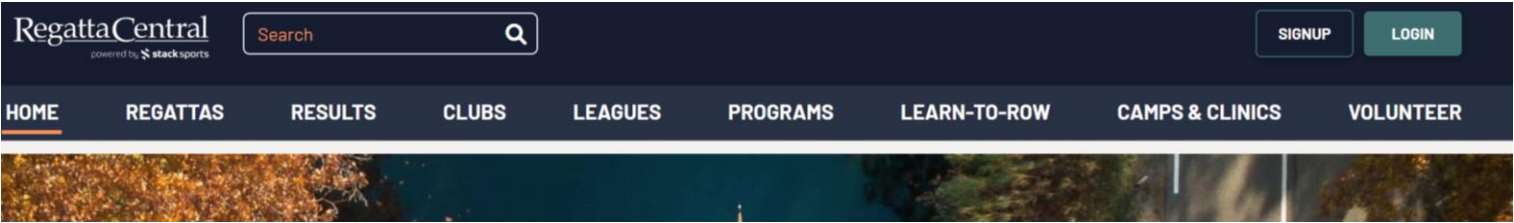
BCR must stabilize 3 core functions & need members help!

Strategic Plan Actions – Marketing/Communications Function

Marketing & Communications... “the weakest link”

COMMITTEE HEAD*	Open
COMMITTEE MEMBERS:	Paul Hirt
	Open
	Open

* designates board member



ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Update Website	10%	High		Identified vendors
2	Research & install database software	0%	High	Paul & Ellen	Ellen has experience
3	Frequent emails to members or recruits	0%	Med		
4	Monthly Newsletter	100%	Med	Ted	1st newsletter sent March
5	Increase Regatta Central & CrewLab usage	0%	Low		

Members w/ IT & Communications background needed

Strategic Plan Actions – Members Function

Members... “the most important function”

COMMITTEE HEAD* :	Open
COMMITTEE MEMBERS:	Open
	Open

* designates board member

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Recruit new members – masters and juniors	0%	High		Help identify new rowers
2	Sponsor 2-3 social events	0%	Med		Positive feedback on year-end party
3	Ensure 100% insurance waiver	0%	Low		Insurance compliance

Members will work closely w/ Marketing/Communications team

Strategic Plan Actions – Coaching Function

Coaching... “the strongest function”

COMMITTEE HEAD*:	Randy Oberle
COMMITTEE MEMBERS:	Ted Humphrey
	Don Roche
	Jon Hunt
	Patrick Dent (paid)

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Hand off non-coaching duties to others	0%	High		Part-time Admin. search
2	Better organized for morning rows	0%	Med		Use CrewLab
3	More safety focus & training	0%	Med		
4	Fewer regattas & integrated into training	25%	Low		Planning underway

With no full-time coach in 2025, non-coaching activities must be minimized

Strategic Plan Actions – Programs Function

Programs... “rapidly evolving & growing”

COMMITTEE HEAD*:	Connell McGrath
COMMITTEE MEMBERS:	Sue Hanson
	Open
	Open

* designates board member

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Increase youth rowing participation	25%	High		Already have Miss Hall’s
2	Strengthen YMCA program	0%	High		It’s a great deal
3	Get all season coached+ All access #’s up	0%	Med		
4	Run Learn-to-Row events	25%	Med	Sue Hanson	Still need volunteers!
5	Research/Pilot afternoon rows	0%	Low		

Members who enjoy working with youth a plus

Strategic Plan Actions – Fees & Fund-Raising Function

Fees & Fund-raising... “very active in 2024 fund-raising but limited success”

COMMITTEE HEAD*:	External ideal
COMMITTEE MEMBERS:	Open
	Open
	Open

* designates board member

ITEM #	STRATEGIC ACTIONS	STATUS	EFFORT	OWNER	COMMENTS
1	Identify/Pursue business \$ & foundation grants	25%	High		Feigenbaum 1 st win!
2	Develop campaigns targeting previous members for donations	50%	Low		
3	Simplify Learn to Row options	50%	Low		Focus on month-long
4	Tighten up sustaining membership compliance	0%	Low		It’s for staying connected to BCR

Any members have prior development & fund- raising experience?

Strategic Plan Actions – Support Function

Support... “ever function needs a strong support function”

COMMITTEE HEAD:	Jean Marie Stein
COMMITTEE MEMBERS:	Open
	Open
	Open

* designates board member

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Take-over non-coaching tasks for coaches	0%	High		Bookkeeping; Regatta Central admin.
2	Reformat, set rules, & clean-up Google drive	0%	High		
3	Recruit Correspondence Secretary for board seat	10%	High		Manage external stakeholder communications
4	Part-time admin job description & candidates	0%	High		Need board approval

Wanted: Highly organized, detail-oriented members!

Strategic Plan Actions – Equipment & Building Function

COMMITTEE HEAD*:	Chris King
COMMITTEE MEMBERS:	Open
	Open
	Open

* designates board member

Equipment & Building ... “Too much deferred maintenance”

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Monthly clean-up & maintenance days	0%	High		Why not a cleaning party?
2	Safety training for staff & members	0%	High		Too many “near misses”
3	Manage boathouse opening & closing	0%	Med		
4	Document equipment damage every use	0%	Med		Help Loren implement
5	Manage yearly boat refurbish program	0%	Med		Refurbed 2 boats for 2025
	Sell boats not used (tiny tinny, sweep 8’s, etc.)	0%	Med		Sell 2-4 boats in 2025
6	Get new pins machined for the Kasphers	50%	Low	Paul Hirt	Machine shop found & will supply 6 @ no charge
7	Resolve wakeless boat issue	0%	Low		Unreliable in 2024

Chris & Randy have carried too much of load for too long!

Strategic Plan Actions – Partnership/Outreach Function

Partnership/Outreach ... “build on the past successes”

COMMITTEE HEAD:	Ellen Spear
COMMITTEE MEMBERS:	Open
	Open
	Open

* designates board member

ITEM #	STRATEGIC ACTION	STATUS	EFFORT	OWNER	COMMENTS
1	Research, Plan, & Implement partnerships	25%	High		The Y is a good example
2	Restart Morningside program @ YMCA	0%	High		Logistics difficult @ the school
3	Restructure Canyon Ranch relationship	25%	Med	Ellen Spear	Too labor intensive for the \$

Great way to expand the Berkshire’s rowing community

2025 Programing

YMCA Partnership

- ☐ Included in the program fee
- ☐ Bad weather...row at YMCA

BCR Programs

- ☐ Juniors
- ☐ Masters
- ☐ Learn-to-Row – only offer intensive monthly
- ☐ Regattas – fewer this year



Fine-tuning 2025 Programming

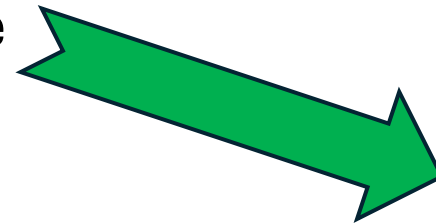
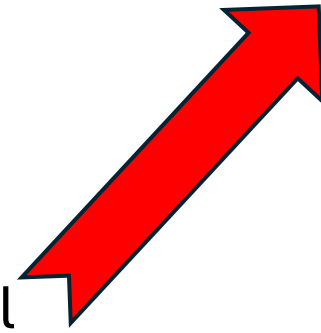
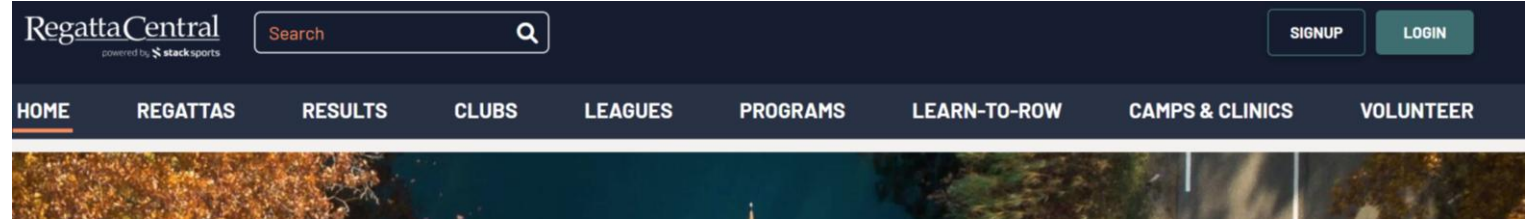
2025 Safety & Boathouse Rules

Getting Started Guide

- ☐ Please take a hand-out

BCR Policies

- ☐ Hi-Viz clothing
- ☐ All boat reservations on RegattaCentral
- ☐ All coached row participants must use CrewLAB to reserve a seat
- ☐ “100-degree rule” – water + air ≥ 100



**Download
CrewLAB to
your phone.**



Hold your phone camera
over the QR code to
**download CrewLAB on
to your phone.**

2025 BCR Upcoming Events

- ❑ **Saturday, April 19:** Boathouse opening
- ❑ **Saturday, April 26:** Local club scrimmage on Onota
- ❑ **Saturday, April 26:** National Healthy Kids Day at the YMCA
- ❑ **Saturday, June 7:** National Learn to Row Day
- ❑ **Club Days**

2025 BCR Election of Trustees

- ☐ **Connell McGrath:** 3-year term is expired
- ☐ **Ellen Spear:** New 3-year term
- ☐ **Jean Marie Stein:** New 3-year term

Five Trustees for 2025...actively seeking 3 more Trustees

2025 BCR Club By-law revision voting

Mission Statement Revision

OLD: “BCR is dedicated to the promotion and advancement of recreational and competitive rowing, with the focus toward education and camaraderie of the sport.”

NEW: “BCR promotes the sport of rowing and encourages people of all backgrounds and levels of experience to row.”

Need 50% of the votes to approve*

*The by-laws may be amended at the annual meeting by a majority vote of the membership eligible to vote

2025 BCR Club By-law revision voting

Vision Statement Revision

OLD: “BCR seeks to inspire and expand participation in the sport of rowing in Berkshire County and to support each member’s goals whether for recreation or competition by providing safety, quality facilities, equipment and coaching in a friendly and encouraging social community setting.”

NEW: “BCR is the center of rowing in the Berkshires that is affordable for everyone and open to opportunities to serve the community.”

Need 50% of the votes to approve

2025 BCR Club By-law addition voting

New Values Statement

“BCR values integrity, respect and the community bonds forged through teamwork, personal growth and the joy of rowing.”

Need 50% of the votes to approve*

*The by-laws may be amended at the annual meeting by a majority vote of the membership eligible to vote

2025 Annual Meeting Open Floor

ANY NEW BUSINESS?

2025 Annual Meeting Wrap-Up

1. President's Closing Remarks
2. Adjourn

Pick-up the splash jackets you ordered!

Sign-up for a committee!!